

# Steven Silberman

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## Professional Experience

**Five Tier, New York, N.Y.**

### **Vice President, Sales and Marketing**

**January 2019 – Present**

- Increased sales by 260% year to date compared to the same time period last year
- Grew new customers by 381% year to date compared to the same time period last year
- Established key partnerships with national organizations, creating new avenues of revenue
- Implemented subscription pricing model to increase growth for recurring monthly revenue
- Stewarded new product lines including diversifying offering through in-home targeted integration
- Oversaw marketing of Times Square product lines through aggressive and effective email campaign strategies

**Masa Israel, New York, N.Y.**

### **Director, Partnerships**

**January 2018 – December 2018**

- Reduced Partnerships department operating budget by 38% while maintaining or increasing partnership parameters
- Maintained rigorous travel schedule representing Masa at 23 conferences at domestic and international locations
- Expanded Masa's influence through strategic partnerships by spearheading initiatives with secular organizations
- Developed more effective promotional items which generated significantly elevated levels of interest in Masa programs
- Implemented partnership monetization which contributed to Masa's development team

**Maxima Group, LTD, New York, N.Y.**

### **Director, Sales – Genesis/iBike**

**April 2013 – August 2017**

**March 2017 – August 2017**

- Established Genesis/iBike's wholesale program which accounted for over 35% of total sales
- Debuted workflow with logistics and sales teams increasing product placement and product lines in major doors
- Led website QA resulting in increased click through rates and overall sales performance of 11%
- Directly oversaw Northeast, Midwest, and Pacific territories while managing Southeast/ Southwest sales teams

### **Client Relations Manager – Genesis/Hoverkicks**

**February 2016 – March 2017**

- Served as Product Manager for Genesis division conducting comprehensive review of all product lines affecting direction of incremental product refresh updates
- Managed Customer Service and Social Media teams resulting in high client satisfaction ratings, influencer endorsements, and increased upsell closure
- Developed crucial collateral for both internal and external use including all usage manuals for all Genesis product lines, 120 page customer service onboarding guide, and written materials for digital marketing campaigns
- Oversaw all customer service escalation cases and enacted procedures based on case outcome

### **Business Unit Manager – Hoverboard 360**

**September 2015 – February 2016**

- Managed business operations related to customer service, order fulfillment, tech support and returns
- Implemented adaptive procedures to acclimate to rapid business growth prior to holiday season
- Hired, determined tasks, and scheduled hours of 11 full time permanent and temporary personnel
- Directly oversaw product recall process including CPSC correspondence, customer outreach, and press inquiries

### **Business Unit Manager – Apparel Segments**

**April 2013 – September 2015**

- Launched three distinct divisions serving diverse client bases in under two years
- Procured and distributed of \$5 million worth of inventory allocated over three divisions

**Gibbs & Soell, New York, N.Y.**

### **Business Development Associate**

**April 2012 – March 2013**

- Developed presentation materials and collateral for RFP's, RFQ's, and RFI's
- Provided relevant market research on G&S website and social media outlets such as its blog, Twitter and LinkedIn accounts consistent with the agency's positioning, branding, and outreach

**New York College of Podiatric Medicine, New York, N.Y.**

### **Associate Director, Alumni Relations**

**November 2009 – July 2011**

**April 2010 – July 2011**

- Developed outreach programs to determine which events would garner the highest level of participation among the school's over 2,000 active alumni base
- Secured letters of congratulations from State and Federal politicians for Centennial Celebration

## Board Experience

**ORT America - NextGen NYC Board Member, New York, N.Y.**

**July 2015 – Present**

**Next Generation New York City Board Chairman**

**Dec 2016 – Dec 2018**

## Education

**University at Buffalo, State University of New York**

**May 2009**

Bachelor of Science in Business Administration, Concentration: Marketing

## **Computer Skills**

Microsoft Office (Word, Excel, PowerPoint, Publisher), Zendesk, Shopify, Salesforce